**PSY 3: Individual Presentation**

**20 Points (10%)**

Choose a message from the internet that seeks to persuade the audience in favor of (or against) some product, service, person, or viewpoint such that there is a clear agenda to the message (rather than neutral/unbiased reporting). This may be from an advertisement or infomercial, opinion/review/blog, political speech/campaign, entertainment show, or commentary site, and may be in video or purely written/typed form, but should be long enough that there is plenty of content involved for you to work with (e.g. not a Yelp review or comment board post).

In about 5 minutes, present a short sample of the message, briefly summarize its topic and intent, and then critique it from the perspective of any credibility issues, rhetorical devices, and fallacies that you can identify in it (apply what we covered in the M & P book ch. 4-7).

Criteria:

Share brief sample of original message; describe/summarize its intent & source

Correctly identify examples of credibility, rhetorical devices, and/or fallacies

Presentation is polished, prepared, about 5 minutes total

Ready to present on first date of individual presentations from syllabus schedule